

Tips For a Winning Proposal

- Do your research and planning before you start writing. Get as much information as you can so that you will be able to back up the claims you make in your proposal. What? Why? How? Who?
- Be certain that your project is within the scope of the funder's capacity and preferences for giving and within your capacity to deliver.
- Follow the funder's application guidelines exactly.
- Remember that the need for your project is the basis of your request. Include information that shows the need. Capture the human element of your project. Describe how your project will affect the people it is designed to help.
- Be clear and concise. Use simple words; avoid jargon.
- Enable the funder to know and feel that giving to your project is an opportunity to successfully solve a problem.
- Enable the funder to envision your project. Provide information and illustrations that will capture their interests, expand their knowledge, and enable them to "see" and "experience" your dream.
- Quantify . . . use figures and other supporting data whenever possible to support your case. You will need to know how much it costs to do and buy things so you can put together a budget.
- Make sure everything in your proposal is clean, well written, and free of typographical errors. Avoid fancy packaging.
- Be certain that your application is sent to the correct person and allows adequate time for processing.

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